

Title (en)
SELECTIVELY INSERTING CONTENT IN STREAMED OR BROADCAST MEDIA CONTENT WITH PRE-FETCHING

Title (de)
SELEKTIVES EINFÜGEN VON INHALT IN STREAMING- ODER RUNDFUNKMEDIENINHALTE

Title (fr)
INSERTION SÉLECTIVE DE CONTENU DANS DU CONTENU MULTIMÉDIA DIFFUSÉ EN CONTINU OU DIFFUSÉ

Publication
EP 3657804 A1 20200527 (EN)

Application
EP 19211658 A 20191126

Priority
GB 201819198 A 20181126

Abstract (en)
A method and apparatus are provided for selectively inserting replacement media content, such as advertisements, in scheduled media content for each of a plurality of client devices. The media content to be inserted is selected and downloaded to the respective client device and then a playback time for the downloaded media content is signalled to the client devices which can then play it at the playback time. Content is selected by one or more content selection servers connected to the plurality of client devices and a time provided in a previous response from a content selection server is used for each client device to request the media content selection.

IPC 8 full level
H04N 21/234 (2011.01); **H04N 21/262** (2011.01); **H04N 21/433** (2011.01); **H04N 21/44** (2011.01); **H04N 21/45** (2011.01); **H04N 21/458** (2011.01); **H04N 21/6543** (2011.01); **H04N 21/81** (2011.01)

CPC (source: EP GB)
H04N 21/23424 (2013.01 - EP GB); **H04N 21/26216** (2013.01 - EP); **H04N 21/4331** (2013.01 - EP GB); **H04N 21/44008** (2013.01 - EP); **H04N 21/44016** (2013.01 - EP GB); **H04N 21/4532** (2013.01 - EP); **H04N 21/458** (2013.01 - EP GB); **H04N 21/6543** (2013.01 - EP); **H04N 21/812** (2013.01 - EP GB)

Citation (search report)
• [X] US 2013263180 A1 20131003 - YANG JIANFENG [US], et al
• [A] GB 2491093 A 20121128 - KELMAN ALISTAIR BRUCE [GB]
• [A] US 2003236843 A1 20031225 - WEBER BARRY JAY [US], et al

Citation (third parties)
Third party : Alistair KELMAN
• GB 2498499 A 20130717 - KELMAN ALISTAIR BRUCE [GB]
• US 9392302 B2 20160712 - KELMAN ALISTAIR BRUCE [GB]

Designated contracting state (EPC)
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)
BA ME

DOCDB simple family (publication)
EP 3657804 A1 20200527; GB 201819198 D0 20190109; GB 201917217 D0 20200108; GB 2579227 A 20200617; GB 2579227 B 20230215; GB 2580766 A 20200729; GB 2580766 B 20230215

DOCDB simple family (application)
EP 19211658 A 20191126; GB 201819198 A 20181126; GB 201917217 A 20191126